MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

SCHEDULE

MAGNA AD/PACK TEST

(#834787)

PRODUCT TESTED	FIELD DATES	TOPLINE	REPORT
Magna: Full Flavor - Soft Pack Box	Placement - March 24th - April 9th		
Lights Soft Pack			
	Callback - March 26th - April 11th	April 23rd	Week Of - May 18th
N = 450			

MARKETS

Indianapolis, IN
Little Rock, AR
Memphis, TN
Omaha, NE
Philadelphia, PA
Sacramento, CA
Spokane, WA

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Source: https://www.industrydocuments.ucsf.edu/docs/tpjj0004